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Safe Streets for Adults: Presentation Script

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| 1 | Safe Streets for Adults is one of the projects funded by the Louisville Pedestrian Grant. This presentation will take you through the who, what, when, and why of pedestrian crashes and test your knowledge of pedestrian issues before and after. |
| 2 | <p>The purpose of this presentation is to educate and empower motorists and pedestrians in Louisville, in order to prevent pedestrian crashes.</p> <p>Imagine that it's just past 7:30 on a Thursday morning and time to commute to your new job. You've recently graduated from college and landed a job at one of the biggest employers in Louisville. The world is yours, and you want to be early for work. It's early morning but the air is warm and perfect for walking. The road looks clear as you begin to cross, but in an instant it disappears beneath you.</p> <p>As a city it seems we have become desensitized to accidents, especially pedestrian crashes. We hear about horrific crashes and remain conscious of them for a few days, but the luster wears off, and the number continues its steady climb year after year.</p> |
| 3 | <p>So let's test your knowledge. Answer the following questions to the best of your ability. You will be able to check your answers at the end of the presentation.</p> <p>1. The majority of pedestrian crashes occur in which age group?
A. 1-25 B. 25-54 C. 54+</p> <p>2. What is the #1 factor in pedestrian & motorist crashes?
A. drinking B. inattention C. failure to yield D. running into the roadway</p> <p>3. If there is no sidewalk where do you walk?
A. on the right side of the road facing away from traffic
B. on the left side of the road facing traffic</p> |
| 4 | <p>4. How can you ensure that drivers are paying attention when you cross the street?
A. make eye contact B. wait for the crossing signal C. walk only in crosswalk</p> <p>5. Pedestrians struck at 40 miles per hour have ____% chance of dying?
A. 20 B. 60 C. 90</p> <p>6. What is the number one cause of pedestrian caused fatalities?
A. walking in the road B. dark clothing at night C. darting into the roadway</p> |
| 5 | We will revisit the test at the end of this presentation, but let's go through the who, what, when, and why of pedestrian crashes in Louisville. |
| 6 | <p>Who</p> <p>The majority of pedestrian crashes in Louisville occur in people 25-54 years old. This age group makes up 49% of all pedestrian crashes. The above graph depicts percentage of pedestrian crashes by age group. The age group circled in red is 25-54 year olds.</p> |
| 7 | <p>Who</p> <p>From 2006 to 2014 pedestrian crashes in 25-54 year old increased 32%.</p> |
| 8 | <p>What</p> <p>Louisville as a whole was ranked the 17th deadliest city for pedestrian fatalities. It beat out major cities like San Antonio Texas, Richmond Virginia, and Oklahoma City, Oklahoma. Recently Louisville was awarded a \$307,000 federal grant along with two other cities to assist in fixing this problem. For the next three years Louisville will be</p> |
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using grant money to kick off its four programs; Safe Streets for Adults, Safe Streets for Youth, Pedestrian Decoy Operation (with police), and a social media campaign called Look Up Louisville. The goal of these programs is to educate, empower, and involve the community on pedestrian issues and safety.

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When

When do crashes occur? The highest months for pedestrian crashes in Louisville are May, October and November. Fridays have the highest number of day of the week pedestrian crashes, and the majority of pedestrian crashes are occurring around evening rush hour from 3-9pm.

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Where

The top 5 deadliest intersections for pedestrian crashes are 4th and Market street, Bardstown rd. & Goldsmith lane, Preston Hwy and Gilmore lane, Broadway and 4th, and also Broadway and 2nd street. Four of these crash sites are in the downtown area and one is a large intersection in the highlands.

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Where

Other top crash locations (corridors) are Dixie hwy, Hikes ln. & Buechel rd. Baxter avenue from Winter to Payne Street, Bardstown road, and Preston hwy from the Watterson to the Snyder.

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Let's take a look at the factors that cause pedestrian fatalities and crashes.

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The top factors in pedestrian fatalities caused by motorists are; inattention, alcohol involvement, drug involvement, and exceeding the speed limit. All of these factors contribute to late judgement calls. Inattention distracts the driver while alcohol and drugs impair a driver's reaction time. Motorists need to drive the speed limit and stay alert. A pedestrian struck at 40 miles an hour has a 90% chance of death, while a pedestrian struck at 30 miles an hour has an 80% chance of living.

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The top factors in pedestrian fatalities where the pedestrian is at fault are; dark clothing, walking in the roadway, darting in the roadway and drinking. As pedestrians it is crucial to be seen, pay attention and be predictable. Drivers may not be paying attention to pedestrians crossing the street even when they have the right of way. It is also crucial that pedestrians are sober while walking, since drinking impairs judgement. We will discuss more solutions to these issues in the following slides.

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Let's take a quick look at motorist speed. If you are hit by a vehicle traveling 40 miles per hour you have a 90% chance of dying. If you are hit by a vehicle traveling only 20 miles per hour less, your chances of dying go down to 10%. Speed makes a huge difference. Be aware of your speed in pedestrian areas. Their lives are in your hands.

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5 top factors in pedestrian crashes involving motorists and pedestrians are; inattention, walking in the roadway, darting into the roadway, wearing dark clothing at night, and failure to yield. The graph above depicts the numbers for these top factors in 2014. Let's break these factors down individually and review solutions that will help both pedestrians and motorists.

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Inattention

Inattention can mean many things; texting and walking, eating and driving, or just plain lack of mental focus.

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It's important to stay mentally alert at all times while operating a motor vehicle or while walking in front of one. The bottom line is to keep your head out of your app.

Cars weigh 3000 plus pounds while pedestrians weigh significantly less. Think of it like a train crashing into a car, that can't feel good.

Here are some tips for pedestrians and motorists

- **Put your phone down**
- **Don't use ear buds while walking or driving**
- **Don't talk to other pedestrians while crossing the street**
- **Be aware of motorists and make eye contact**

19 **Walking incorrectly in the roadway** means; walking with traffic, not correctly using a crosswalk, and jay walking.

20 There isn't always a sidewalk available, so sometimes it's necessary to walk in the roadway.

Tips to prevent being hit while walking into the roadway are;

- Be aware of your surroundings
- Acknowledge cars may not stop, even if you have the right of way
- Walk on the left side of the road or facing traffic if there is no sidewalk
- Use a crosswalk when one is provided
- Don't jay walk

21 As Americans we are wired to do the most in the shortest amount of time, and when we are being timed, it's automatic to go at full speed ahead. Productivity is wired into our brains, but this does not mean running across the crosswalk when the traffic signal says "4 seconds]" or darting across the street to beat cars. In the back of your mind you might be thinking the same thing I did, "the faster I run the less chance I have of being hit," but this is faulty thinking.

22 The amount of time a driver sees you is in direct relation to their stopping time. Running into the path of a moving vehicle is more likely to alarm and confuse a motorist, while walking allows them time make a decision. Walking also gives you a better sense of your surroundings, while running may shorten your reaction time to objects you are darting past.

Tips for being hit darting into the roadway

- Always walk
- Run in low traffic areas

23 Wearing dark clothing at night drastically reduces visibility and increases your chances of being hit by a motor vehicle.

24 Bright reflective clothing is recommended to wear at night and even during the day. During the summer months retailers tend to sell brighter clothing, but in the winter it's usually darker. To combat this issue you could put reflective tape on your shoes or jacket.

25 Failure to yield applies to motorists and pedestrians. If you are a pedestrian, never assume a vehicle will stop for you, even when you have the right of way.

26 The best strategy is to make eye contact with the motorist to ensure they see you. If you do not make eye contact, do not proceed into the roadway as they might be distracted. Motorists can prevent accidents caused by failure to yield by looking carefully when making turns and being mentally alert.

Tips for being hit due to failure to Yield

- Look first means think ahead
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- Remember that you share the road with other motorists, cyclists and pedestrians.
 - Make sure you can see the road clearly. Take time to clear ice, snow and dirt from your vehicle's windows and lights.
 - When turning, look both ways for pedestrians and cyclists.
 - Be patient, especially with children, elderly pedestrians or adults with small children or strollers, who may need more time to cross the road.
 - Be alert and slow down on residential streets and through school/playground/construction zones.

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Here are the questions again from the beginning of the survey. Change your answers if necessary and the correct answers will be on the next slide. Answer the following questions to the best of your ability. You will be able to check your answers at the end of the presentation.

1. The majority of pedestrian crashes occur in which age group?
A. 1-25 B. 25-54 C. 54+
2. What is the #1 factor in pedestrian & motorist crashes?
A. drinking B. inattention C. failure to yield D. running into the roadway
3. If there is no sidewalk where do you walk?
A. on the right side of the road facing away from traffic
B. on the left side of the road facing traffic

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4. How can you ensure that drivers are paying attention when you cross the street?
A. make eye contact B. wait for the crossing signal C. walk only in crosswalk
5. Pedestrians struck at 40 miles per hour have ____% chance of dying?
A. 20 B. 60 C. 90
6. What is the number one cause of pedestrian caused fatalities?
A. walking in the road B. dark clothing at night C. darting into the roadway

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Were you able to answer the questions better after the presentation? Here are the answers.

1. The majority of pedestrian crashes occur in which age group?
B. 25-54
2. What is the #1 factor in pedestrian & motorist crashes?
B. inattention
3. If there is no sidewalk where do you walk?
B. on the left side of the road facing traffic

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4. How can you ensure that drivers are paying attention when you cross the street?
A. make eye contact
 5. Pedestrians struck at 40 miles per hour have ____% chance of dying?
C. 90
 6. What is the number one cause of pedestrian caused fatalities?
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